Deliverable 2 - Increment 1

Application

The application compiles, works and provide a usable and useful feature that is to easily display a chart, based on csv input files or a zip file containing those files, printing the amount of clicks over time.

Design

Application Modelling

The program is very well suited to the Model-View-Controller pattern, so care has been taken to separate the classes to match this pattern.
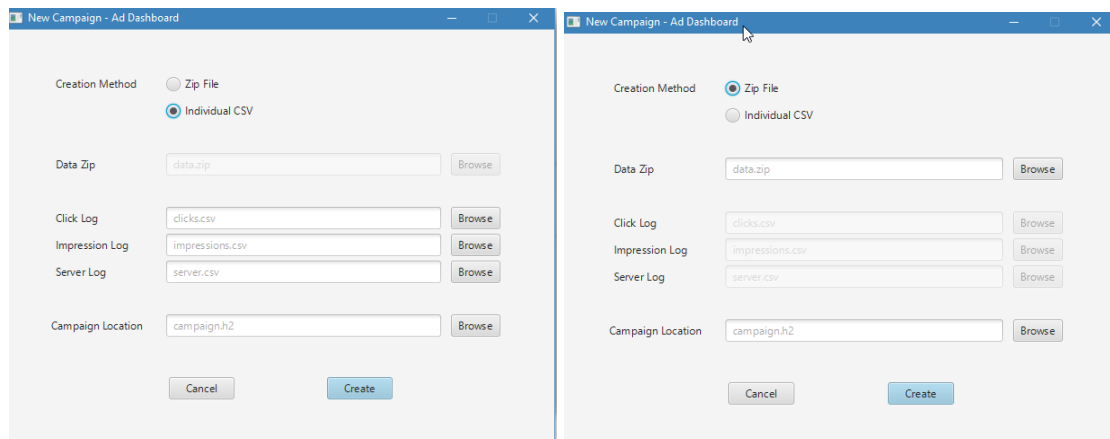We improved our communication in the team (regularity and engagement), according to the advice provided in the marking meeting feedback.

Testing

The correctness of the application has been tested thanks to the generation of a simple chart showing the number of clicks over time.

Evidence

Zip/CSV Selection

Campaign Creation
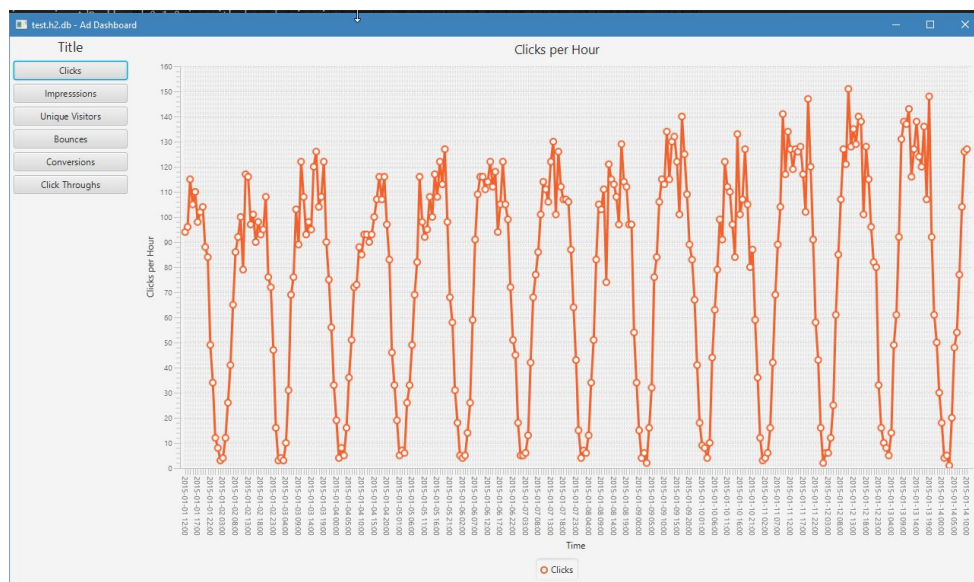
Hourly Click Rate

Hourly Click Through Rate
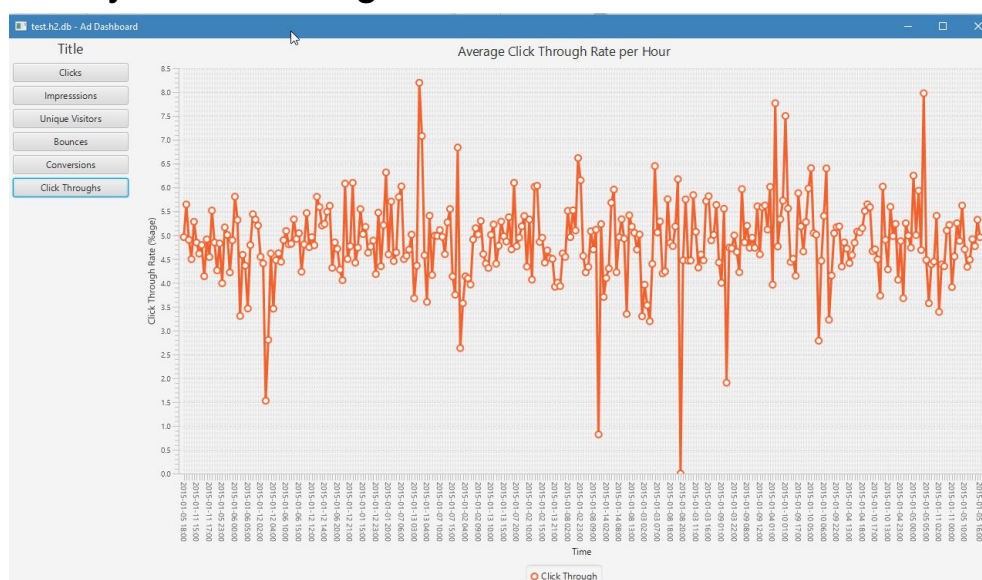
Planning

Burndown chart for this deliverable

Burndown chart for increment 1
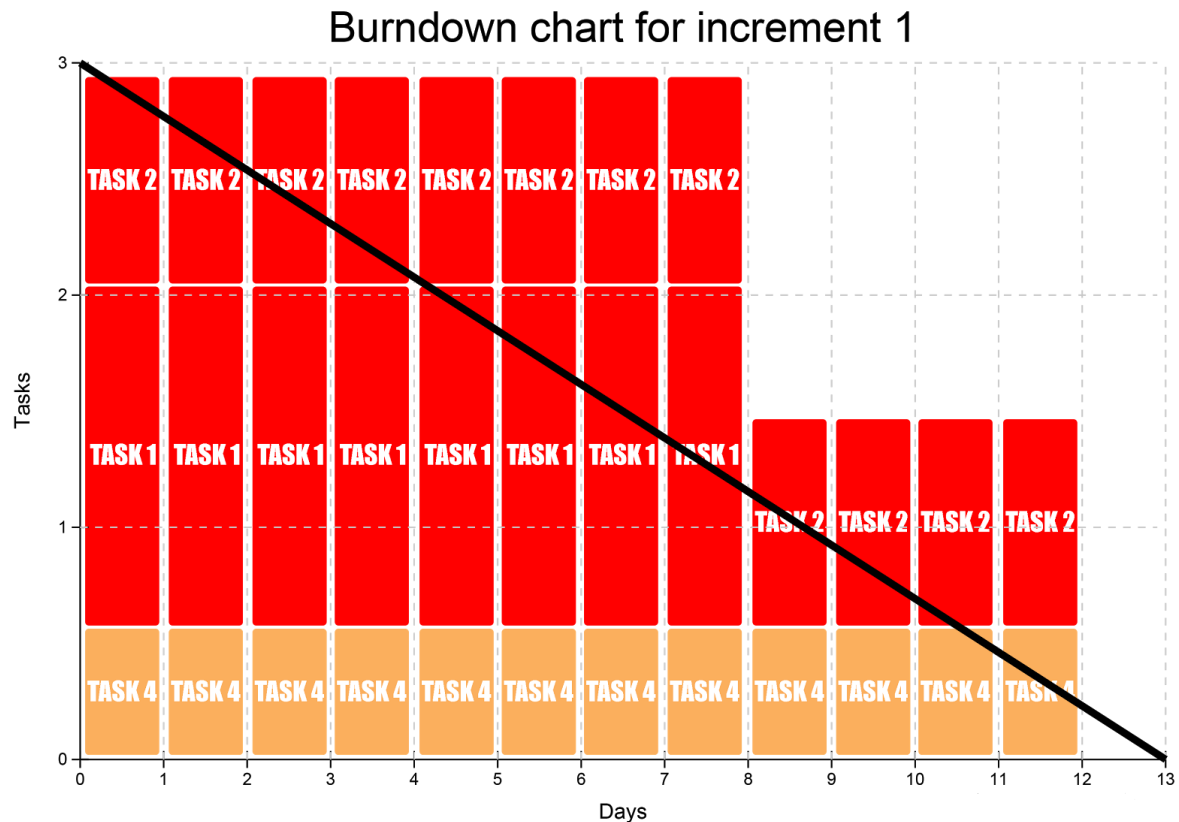
Progress for this deliverable was slower than expected due to devoting very little time to the deliverable in the first week. Following a discussion with the customer it was agreed that priorities should be reorganised to fulfil the customer's wish (that the application can display at least one graph based on the input data) first, and the user stories second.

Plan for Increment 2

The main goals of the sprint for next increment are:
- To implement cost metrics such as cost per click or acquisition, and more functionality related to bounce rate.
- To implement filtering of graphs by context, demographic or date and time range, as well as comparison of graphs with the same filter.

As mentioned in Deliverable 1, the user stories to fulfil to achieve these goals are 3, 5, 7, 8 and 9 (see "Requirements Planning"). At the time of writing, the backlog of tasks the user stories will create is as follows:
- Option in GUI for users to choose whether bounces are defined by pages viewed or time spent on page (1 hour)
- Devise and implement SQL queries for the following:

- - Total cost over time (1 hours)
  - Cost per acquisition over time (3 hours)
  - Cost per click over time (3 hours)
  - Cost per thousand acquisitions over time (3 hours)
  - Number of bounces (time spent) over time (1 hours)
  - Bounce rate (pages viewed) over time (3 hours)
  - Bounce rate (time spent) over time (3 hours)
- Implement same-screen comparison of two graphs with different filters but the same metrics in GUI (6 hours)
- Create system for creating histogram of click costs in GUI (6 hours)
- Create options to apply filters by date and time range, context or demographic in GUI (8 hours)
- Devise and implement method of translating applied filters into SQL WHERE clauses, to add to existing SQL queries (6 hours)

Sprint plan for increment 2

7. As a user, I want to be able to filter charts according to demographic, context and date and time range, so that I can see when, where and on whom the ad campaign is most effective.

4. As an agency client, I want to know the click-through rate over any period of time, so that I can gauge the effectiveness of the advert.

5. As an agency client, I want to know the bounce rate over any period of time, and decide whether a bounce depends on time spent or pages visited, so that I can estimate how effective the web page is at retaining users.

3. As an agency client, I want to know the total cost, cost per acquisition, cost per click and cost per thousand impressions over any period of time, so that I can evaluate the cost-effectiveness of the campaign in detail.

> 8.   As a user, I want to be able to compare charts of the same metric which have different filters, to streamline evaluation of the campaign.

> 9.   As an agency client, I want to be able to see a histogram of click costs, so that I will know when traffic to the website is most dense.

Authors

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Campaign Name

Clicks

Impressions

Unique Visitors

Bounces

Conversions

Click Throughs

Chart Title

List

of

Previously

Opened

Campaigns

Ad Dashboard

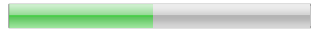New Campaign

Open Existing Campaign

Exit

Create new Campaign – Ad Dashboard

Click Log: `/path/to/click/log.csv` [Browse]

Impression Log: `/path/to/impression/log.csv` [Browse]

Server Log: `/path/to/server/log.csv` [Browse]

Save as: `/path/to/database.h2` [Browse]

[Cancel] [Create]

Loading ${CampaignName}...